E V 3 6 9 7 6 3 8 8 4 in the united states patent and trademark office

Serial No.	
Filing Date	
Inventorship	Ludvig
Applicant Micr	rosoft Corporation
Group Art Unit	
Examiner	
Attorney's Docket No.	MS1-1829US
Title: Targeted Advertising Based on Consumer Purchasing Data	

INFORMATION DISCLOSURE STATEMENT

References -- See Attached Form PTO-1449

REMARKS

The citations listed are submitted in compliance with the duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make these citations of official record in this application.

Respectfully Submitted,

Date: 3/10/04

Kayla D. Brant Reg. No. 46,576

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INF	ORMATION	DIS	SCLOSURE	Filing Date					
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(use as many sheets as necessary)				Group Art Unit					
				Examiner Name					
Sheet	1	of	1	Attorney Docket Number	MS1-1829US				

	U.S. PATENT DOCUMENTS								
Examiner Initials*	Cite No.1	Number	nent Code²	Name of Patentee or Applicant	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear			
		5,872,588		Aras et al.	02/16/1999	-			
		6,308,202 B1		Cohn et al.	10/23/2001				
		6,606,644 B1		Ford et al.	08/12/2003				
		6,606,652 B1		Cohn et al.	08/12/2003				

	FOREIGN PATENT DOCUMENTS									
5	F	oreign Patent Do	cument	Name of Patentee or	Date of Publication of	Pages, Columns, Lines, Where Relevant	T			
Initials*	aminer Cite tials No.1 Office3 Number4	Number ⁴	Kind Code ⁵ (if known)	Applicant of Cited Document	Cited Document MM-DD-YYYY	Passages or Relevant Figures Appear	Te			
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